

RECYCLED WATER PUBLIC EDUCATION AND OUTREACH AT MRWPCA

July 12, 2002

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MONTEREY COUNTY WATER RECYCLING PROJECTS

- A Food Crop Irrigation Project
 - > Planning - Late 1970's
 - > Field Safety Studies - 1980's
 - > Funding - Early 1990's
 - > Construction - Mid 1990's
 - > Start Up - 1998

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MONTEREY COUNTY WATER RECYCLING PROJECTS (Cont.)

- Purpose
 - > Irrigate Artichokes, Lettuce, Celery, etc.
 - > Reduce Seawater Intrusion

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INITIAL GROWER CONCERNS (1997)

- Safety Of Water (Pathogens)
- Ability To Sell Produce (without Labeling)

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RESULTS *(APRIL 1998 THRU JUNE 2002)*

- 14 Billion Gallons Of Recycled Water Furnished
- High Quality/High Yield Produce
- No Problems Selling Produce
- No Pathogens Detected

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PROJECT SUCCESS ASSISTANCE FACTORS

- Field Testing - 1980's
- Large MWRSA Advisory Committee
- Support By County Health Officer
- Formulation Of Grower Committee In 1996
- Marketability Studies (1983 and 1997)

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PROJECT SUCCESS ASSISTANCE FACTORS (Cont.)

- Peer Reviewed Food Safety Tests (1998)
- Grower Education Program (1998)
- Crisis Media Planning (1998 and 2002)

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1997 FOOD CROP MARKETABILITY STUDY

- > Produce Executives At Large Chains Support Produce Grown With Recycled Water
- > Labeling Not Necessary
- > Information Should Be Available For Questions About Recycled Water

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1997 FOOD CROP MARKETABILITY STUDY (Cont.)

- > Survey Shows Consumers Purchase Produce Largely Based On Appearance
- > Terminology Is Important
 - Recycled Water Is Okay
 - Treated Wastewater Is Not

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PURCHASE LIKELIHOOD BASED ON DESCRIPTION

Re-Purified Water	3.1
Recycled Water	3.1
Re-Used Water	2.7
Recycled Wastewater	2.2
Reclaimed Wastewater	1.7

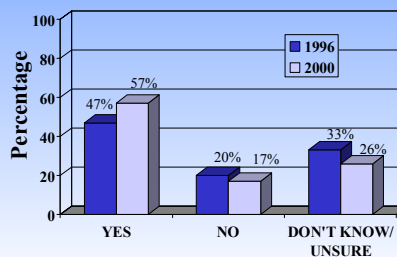
Scale: 4 Highest

1 Lowest

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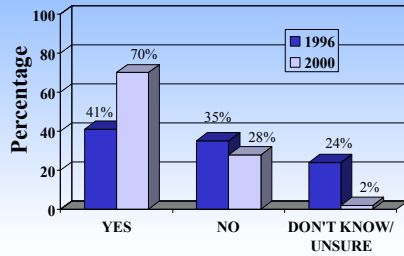
MRWPCA CUSTOMER SURVEYS

Familiar with the Monterey Regional Water Pollution Control Agency?



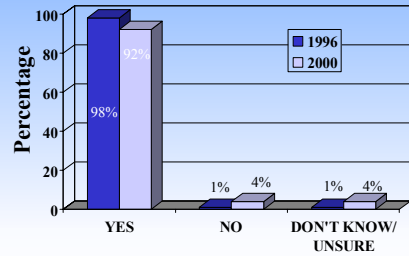
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**Aware that wastewater
is recycled for agricultural Irrigation
to reduce seawater intrusion?**



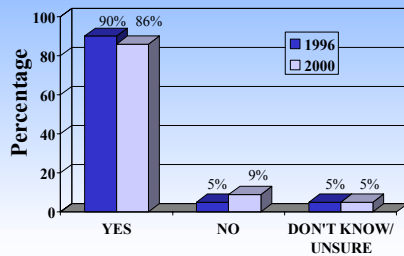
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**Aware that recycled wastewater can
be reused for highway landscaping?**



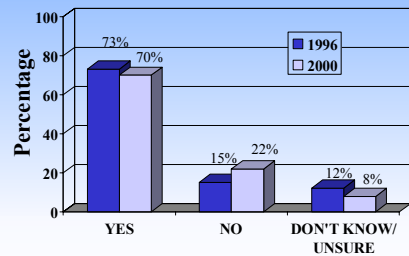
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**Aware that recycled wastewater can
be reused for parks/open space?**



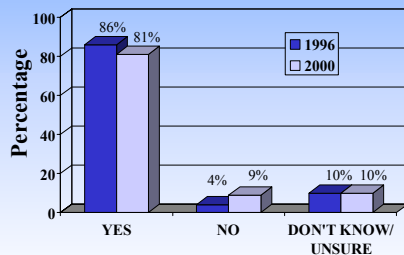
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**Aware that recycled wastewater can be
reused for school grounds/play fields?**



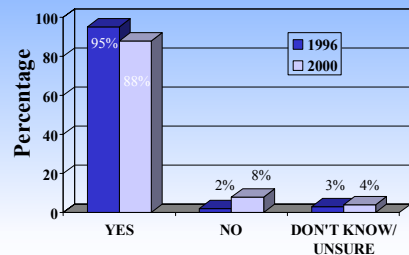
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**Aware that recycled wastewater can
be reused for industrial processes?**



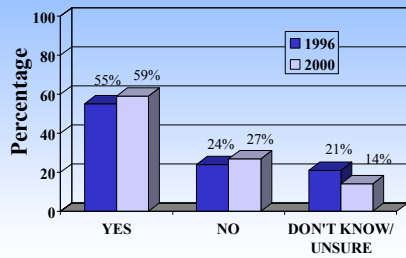
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**Aware that recycled wastewater can
be reused for golf courses?**



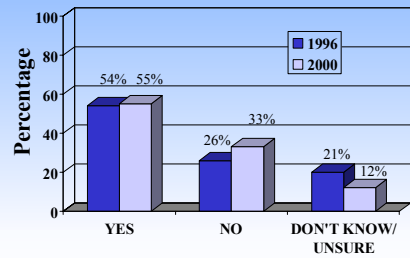
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Aware that recycled wastewater can be reused for replenishing aquifers?



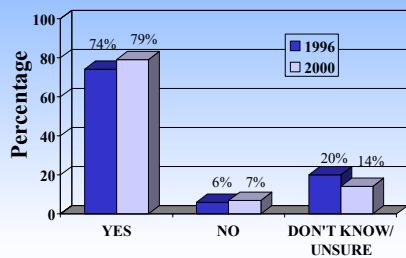
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Aware that recycled wastewater can be reused for irrigating food crops?



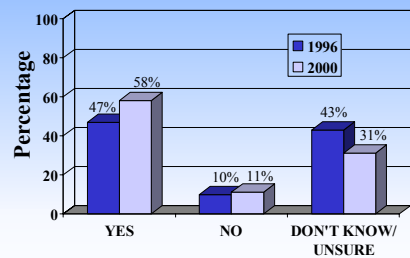
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Support water recycling to reduce the amount of treated wastewater to Monterey Bay?



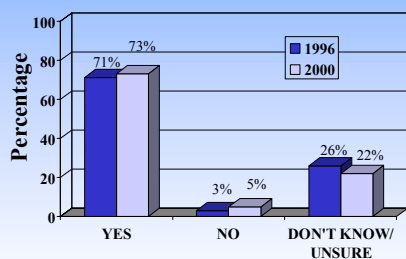
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Concerns over the safety of recycled water?



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Should MRWPCA more actively pursue water recycling?



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